



中國工商銀行(亞洲)  
I C B C (Asia)

ICBC



中國工商銀行

### **ICBC Peony Credit Card VIP Customer Service Centre (Hong Kong) Officially Commences Operation**

28 September 2007, Hong Kong - ICBC Peony Credit Card VIP Customer Service Centre (Hong Kong), which is the first one established outside Mainland, is officially open. This is another significant initiative of the comprehensive reforms by Industrial and Commercial Bank of China Limited for accelerating the pace in development of modern commercial banking and enhancing service qualities and capabilities.

ICBC Peony Credit Card VIP Customer Service Centre (Hong Kong) is located at 1/F, The Galleria, 9 Queen's Road Central, Central, Hong Kong, which is operated by Industrial and Commercial Bank of China (Asia) Limited upon the engagement by Industrial and Commercial Bank of China Limited. The VIP Customer Service Centre officially commences operation today, which will provide basic services such as business consultation, account enquiry, temporary adjustment in credit limit, reporting of lost credit cards, emergent card replacement and foreign exchange as well as value-added services such as travel consultation, directories and reservations of merchants and emergent cash withdrawal for ICBC Peony Platinum and Gold Credit Card members in Hong Kong. Medical services such as SOS Telephone Family Doctor Service, SOS International Emergent Medical Assistance and SOS Emergent Medical Assistance in the Mainland are also provided to the Peony Platinum Credit Card members.

During the opening ceremony, Mr. Zhang Weidong, Deputy General Manager of ICBC Bankcard Department said, "The establishment of ICBC Peony Credit Card VIP Customer Service Centre (Hong Kong) fully reflects our mission of 'all about cardmember' and further expands the service range of Peony Credit Card. In addition to providing card services to Peony Platinum and Gold Credit Card members, featured services on business, travel, medical and entertainment are also provided. The provision of such services will bring more offers to Peony Credit Card members. This will allow the cardmembers in pursuit for quality living style to fully enjoy the convenience and privileges brought by Peony Credit Card. On the one hand, it satisfies the ever-growing demand for service by high-end customers and also expands the international market for Peony Credit Card businesses which is an important move to enhance our competitiveness."

Mr. Stanley Wong, Director and Deputy General Manager of ICBC (Asia), said, “ICBC and ICBC (Asia) always adopt the business direction of “interaction between Mainland and Hong Kong” by introducing products with their respective characteristics to another place so as to provide total solutions for the customers in Mainland and Hong Kong. The ICBC Peony Credit Card VIP Customer Service Centre (Hong Kong) is strategically located at the flagship branch of ICBC (Asia) in Central. It does not only provide caring service and information to Peony Credit Card members, but also allows ICBC (Asia) to introduce local banking products for the high-end customers to proceed investment plans in Hong Kong. In addition, the branches of ICBC and ICBC (Asia) work closely to provide cross-border services and made remarkable progress in SME service, remittance, mortgage, merchant offers as well as the wealth management business ‘Elite Club’ etc.”

According to the market survey conducted by ICBC, with the growth of consumption and tourism, more and more Mainlanders go to Hong Kong for both tourism and business purposes. There are increasing demands for shopping and they are more willing to select banking card products of well-known brands that can provide the most powerful support and value-added services, in order to fulfill their ever-growing demands for shopping, traveling and business trips.

Mr. Zhang Weidong also commented, “ICBC Peony Credit Card VIP Customer Service Centre further realized the global service, travel offers, medical assistance and affluent lifestyle in a more prominent manner. It will definitely become popular among our card members with the support of the community at large. We will work with different sectors of the community to develop Peony Credit Card into a brand that is known for excellent service, customer satisfaction and worldwide reputation through devoted efforts of our staff members serving Peony Credit Card. The business of Peony Credit Card will leap forward to the international era, which will provide ever excellent financial services to customers, and make more contribution to the economy and social development of China.”

ICBC is the largest credit card issuer in China. In 2006, Peony Credit Card was the first in China to make the records of the issuance of 10 million cards and expenditure amounted to RMB 100 billion. Peony Credit Card has sustained the sound and rapid development in 2007. As of 20 September 2007, the number of card issued by Peony Credit Card was 17.88 million while the accumulated spending reached RMB 106.4 billion. Peony Credit Card ranked the first among credit card issuers in China. It will continue to enhance standardization and segmentation of service, with an ultimate aim of raising service qualities and capabilities to enhance customer satisfaction and public reputation significantly.

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### **About Industrial and Commercial Bank of China Limited**

Industrial and Commercial Bank of China Limited, formerly known as Industrial and Commercial Bank of China, was established on 1 January 1984. Its name was changed to “Industrial and Commercial Bank of China Limited” on 28 October 2005, and was listed on both the Shanghai Stock Exchange and The Stock Exchange of Hong Kong Limited on 27 October 2006. The respective Stock Codes are 601398 and 1398.

As the largest commercial bank in China, ICBC provides a wide variety of financial products and services to more than 2.41 million corporate banking customers and 170 million personal banking customers through its 16,997 domestic institutions, 98 overseas institutions and 1,326 correspondent banks around the world.

### **About Industrial and Commercial Bank of China (Asia) Limited**

ICBC (Asia) is a full licensed bank incorporated in Hong Kong with its shares listed on The Stock Exchange of Hong Kong (Stock Code: 349). It has 40 branches, 7 “Elite Club” Wealth Management Centres, 5 dedicated commercial business centers and an Investment Service Centre in Hong Kong. It is principally engaged in banking, financial and other financial related services with focus on retail banking, commercial banking as well as corporate banking business. ICBC (Asia) is now the flagship of Hong Kong banking business of Industrial and Commercial Bank of China Limited, the largest commercial bank in the Mainland China (in terms of total assets). On 6 June 2007, ICBC (Asia) was assigned A2/Prime-1 long-term/short-term deposit ratings and C–Bank Financial Strength Rating (BFSR) by Moody’s Investors Service.